

DAVID W. PALMER

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The Nielsen College of Business (NCOB) offers graduate and undergraduate degrees in online, hybrid, and traditional delivery formats. There are over 320 undergraduate students enrolled in the Bachelor of Business Administration (BBA) which includes ten majors. Over 125 graduate students are enrolled in three graduate degree programs which include the MBA, Master of Arts in Organizational Leadership, and Master of Science in Human Resource Management. The NCOB has sixteen full-time faculty members, fifteen of whom have terminal degrees in business or leadership.

Opportunities while Dean:

- Instrumental in development of a substantial gift from an alumnus leading to the naming of the Hans A. Nielsen College of Business in January 2022.
- Established the first scholarly chair for the NCOB as the Adams/Breland Chair in Business in December 2022
- Created the Board of Advisors in 2019 to develop relationships and receive guidance from friends and alumni of the College.
- Launched the Center for Personal Financial Management (CPFM) in the fall of 2019 with over \$75,000 of initial gifts. This is the first self-supporting center within the university.
- Started the BBA in Personal Financial Management, a CFP® approved program, in 2022 to complement the success of the CPFM.
- Supported alignment of the BBA and MS in Human Resource Management with SHRM standards, and the subsequent pre-SHRM-CP certification coursework.
- Leading the 2022-23 reaccreditation self-study year that will include accreditation of the Master of Science in Human Resource Management (MSHRM). The MSHRM is aligned with and certified by the Society for Human resource Management (SHRM). The College is accredited by the International Accreditation Council for Business Education (IACBE).
- Led the reaccreditation of the BBA and MBA, plus the accreditation of the MA in Organizational Leadership in 2017-18.
- Simplified the MBA program in 2021 from a 33-hour degree program with eight emphases to a 30-hour degree program with three emphases. This has improved the teaching effectiveness and efficiency of the program.
- Developed a process and systematic approach for evaluating retention of NCOB students year-over-year as a Wildly Important Goal to improve campus-wide retention.
- Developed a four course, year-by-year curriculum of one-hour courses to prepare students for their success in the NCOB and into the business world.
- Created the BBA in Global Marketplace Engagement in cooperation with the College of Christian Studies.
- Led nine hiring committees for faculty in accounting, economics, entrepreneurship, finance, management, and marketing. This included a commitment to diversify the faculty by gender and ethnicity while continuing to find faithful Christian faculty supporting the mission of the university.
- Used my background in information technology management to lead the NCOB in multiple campus-wide initiatives including strategic planning, leadership development, and innovation.
- Lead a faculty committed to the university, expressed by over 95% giving to the annual fund in 2022.

Jacksonville State University, Jacksonville, Alabama

College of Commerce and Business Administration

August 2005 to September 2011, Associate Professor, Department of Management and Marketing

September 2011 to June 2016, Assistant Professor, Department of Management and Marketing

University of Alabama, Tuscaloosa, Alabama

Culverhouse College of Business Administration

Instructor, Department of Management and Marketing

Prior to academia, work experiences included:

Southland National Insurance Corporation, Tuscaloosa, Alabama

Vice President, Information Systems

Life and Health Insurance, Health Claims Administration, Technology Management,

Budgeting, Planning and Departmental oversight

BellSouth Advanced Systems

Systems Analyst

Liberty National Life Insurance Company, Birmingham, Alabama

Senior Programmer Analyst and Director of Education

Information Systems Development

ACADEMIC AWARDS and RECOGNITIONS

Sigma Beta Delta, International Honor Society in Business, Management and Administration,

Charleston Southern University, 2017

Jacksonville State University, University Excellence in Research Award (2009, 2016)

TEACHING ACTIVITIES

Course Preparations for:

Business Strategy and Policy (traditional and on-line)
Contemporary Issues in Management/Marketing (traditional and on-line)
Introduction to Electronic Commerce (traditional and on-line)
Marketing Management and Strategy (traditional and on-line)
Business Organization and Administration
International Business (traditional and on

Time and Security Devices Effects on Scores in Supplemental On-line Testing with Richard Cobb, presented at the *Proceedings of the Academic Business World International* Conference, Nashville, TN, June 2010.

with Alexander E. Ellinger, case presented at the *Proceedings of the Society for Marketing Advances Conference*, New Orleans, LA, October 2009.

case presented at the *Proceedings of the Society for Marketing Advances* Conference, St. Petersburg Beach, FL, November 2008.

Adoption of Net-based Customer Service Systems (NCSS): Analysis of a Longitudinal Field Experiment with Arthur W. Allaway, presented at the *Proceedings of the Society for Marketing Advances* Conference, San Antonio, TX, November 2007.

Changing the Sources of Sustainable Competitive Advantage: An Exploratory Analysis of the Relationship between Organizational Culture, Regional Culture and Causal Ambiguity, with Dr. Patricia C. Borstorff and Florencia Moran, presented at the *Proceedings of the Allied Academies International* Conference, Jacksonville, FL, G0 612 792 reW*nBT/F2 12 Tf1 0 0 1 117.38 432.73b501.79 Tm0 g0 G

Session Discussion Leader for *Proceedings of the Society for Marketing Advances*

- Industrial Distribution Track (2009, New Orleans, LA)
- Marketing Strategy Track (2008, St. Petersburg Beach, FL)
- Services Marketing Track (2007, San Antonio, TX)

Reviewer for *Journal of Business and Industrial Marketing* (2011 to present)

Reviewer for *Journal of Sport Economics* (2015 to present)

Reviewer for *Frontiers in Management Research* (2016 to present)

UNIVERSITY SERVICE ACTIVITIES

Charleston Southern University:

- Hiring Committees
 - Accounting, 2022
 - Finance, 2022
 - Management, 2022
 - Economics, 2020
 - Human Resource Management, 2019
 - Economics, 2018
 - Marketing, 2018
 - Accounting, 2018
 - Strategic Management, 2017
- Dean Search Committee, College of Christian Studies, 2019
- University EPIC Innovation Committee, Chair, 2020 to present
- Whitfield Center for Christian Leadership Strategy Committee, 2019 to present
 - Marketplace Ministries subcommittee
- Leadership Across the Curriculum Committee, 2019 to 2020
- University Strategic Planning Committee, 2016 to present
- Deans Council, 2017 to present
- Academic Council, 2016 to present
- Graduate Council, 2016 to present (ex-officio)

Jacksonville State University:

- University Athletic Council, 2009 to 2015
- University Educational Technology and Support Advisory Council, 2008 to 2015
- University Professional Development and Self-Improvement (Travel Grant) Committee, 2008 to 2012, Chairman (2011-12)
- University Football Program Strategic Planning Committee, Department of Intercollegiate Athletics, 2006 to 2011
- Management and Marketing Faculty Hiring Committees (four): Operations management, International Business, General Management, General Marketing (2014)
- Master of Business Administration Admissions Committee, College of Commerce and Business Administration, 2009 to 2016
- Undergraduate Programs Assurance of Learning Committee, College of Commerce and Business Administration, 2005 to 2016
- Student Advisor, 40-plus Marketing Students, College of Commerce and Business Administration, 2006 to 2016

- Faculty Advisor, Beta Gamma Sigma Honorary Business Fraternity, College of Commerce and Business Administration, 2006 to 2012
 - BGS Exemplary Chapter (2007, 2008, 2010, 2012)
 - BGS Premier Chapter (2009, 2011)

PRESENTATIONS and CONSULTING PROJECTS

National Center for Sports Safety (2015), Industry Analysis and Strategic Plan.

Economic Impact Study for AHSAA Regional Basketball
Championships at JSU Spring 2013

Programs, On-line Classes, presentation. e and Graduate Business

ne Kushma).

JSU Center

Westley).

(with Christopher A.

JSU Center

contribution, editing and presentation (with Christopher A. Westley).

Needs

- Beyond the Mission Employee
(with Christopher A. Westley).

Value Study of the 4-H Programs at
Coosa Valley Youth Services for the Alabama Cooperative Extension System of Calhoun County
research and presentation.

Anniston Army Depot, Anniston, AL (2006, 2007, 2008, 2009, 2010, 2011), executive education training for management employees on Business Strategy and Supply Chain Management.

Guest Speaker, Calhoun

**ASSOCIATIONS and ACCREDITATIONS
(Past and Present)**

God in the Workplace/Lifeworks, Charleston, SC, 2018 to present (Board Member, Chairman)
Faith Christian School, Anniston, Alabama, Athletics Committee, 2010 to 2014
Donoho School, Anniston, Alabama, Athletics Committee, 2007 to 2009
South Carolina Football Officials Association, 2016
Mid-East Alabama Football Officials Association, 2013 to 2015 (AHSAA Super7 3A Finals, 2014)
East Alabama Football Officials Association, 2005, 2009 to 2011
Tuscaloosa Fast Pitch Association, 2001 to 2005 (Founding Director)
Metro-Tuscaloosa Football Officials Association, 1993 to 2004 (Board of Directors)
Tuscaloosa Postal Customer Council, 1992 to 1994 (President)
Rotary Club of Tuscaloosa, 1990 to 1992
Rotary Club of Tuscaloosa-Morning, 1992 to 1994 (Founding Member)

References Available Upon Request